

WQXM



9-29-80 on-the-air-I.D. as: "CLEARWATER TAMPA ST. PETERSBURG"  
**BROADCASTING STATION HISTORY RECORD**

FM

First licensed APRIL 14, 1982

Call Letters W Q X M

Station Location Clearwater, Florida

Name PLOUGH BROADCASTING COMPANY, INC.

Transmitter Location 8320 Starkey Road, Clearwater, Florida

Main studio location 8320 Starkey Road, Clearwater, Florida



# Authorization Record

File No.	Granted	Facilities	Expires
BPH790327AJ HAAT: 600' (H&V) (L)	11/19/79	97.7mhz ERP: 100kw (H&V) CP to make chgs in ant system, type ant & TPO. 11/19/80	
..... COMTEL	5-6-80	NO OBJECTION OPERATE ACCORDANCE PROCEDURAL STEPS DESCRIBED IN L- ETTER DATED 4-24-80 PER SECTION 73.1615 OPERATION DURING MOD. OF FACILITIES. AU. SELF AUTHORIZING FOR FIRST 30 DAYS ONLY. NEW RUL- ES EFFECTIVE 2-8-80 PERMIT PROG- RAM TESTS UPON NOTIFICATION TO FCC IN WASH., DC & EIC PROVIDED THAT FORM 302 FILED WITHIN 10 DAYS THEREAFTER PURSUANT TO SEC- TION 73.1620 AS AMENDED.	



## DUPLICATE CARD

## APPLICATION RECORD BROADCASTING

Call Letters: W Q X M

Name: PLOUGH BROADCASTING COMPANY, INC.

Station Location: Clearwater, Florida

File No.	Date	Description	Action and Date
BPH790327AJ PRESS	OCT 16 1979	CP to make changes in antenna system; chg. type trans. (RCA BTF-40E1); chg. type ant. (RCA BFC-6B, 6 sects. H&V); incre. ERP: 100kw (H&V); incre. Haat: 597' (H&V) & chg. TPO.	G R A N T E D 11/19/79



DUPLICATE

## APPLICATION RECORD-BROADCASTING

Call Letters: W Q X M (FM)

Name: PLOUGH BROADCASTING COMPANY, INC.

Station Location: CLEARWATER, FLORIDA

File No.	Date	Description	Action and Date
Letter Dated Press	12-28-79 JAN 7 1980	Request for Waiver of Sec. 73.1201(b)(2) of the Rules to identify as CLEARWATER- TAMPA- ST. PETERSBURG.	GRANTED 9-29-80
BLH-800909AC PTA PRESS	SEP 29 1980	License to cover (BPH-790327AJ) for a new station. Atty: Robert D. Culver	GRANTED 4-14-82



## About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file.

FM History Cards were initiated in the early 1940s, with the authorization of the earliest FM stations in the FM band, then at 42 to 50 MHz. (The band was shifted to its present location, 88 to 108 MHz, in 1946.) History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form for reference.

In 1999, the Commission moved to a new location (445 12<sup>th</sup> Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). Prior to that move, the History Cards were transferred to microfiche by a contractor (only a few sets of microfiche exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

